



HICKORY

North Carolina

Life. Well Crafted.

Hickory, North Carolina, has a history of craftsmanship, a long tradition of making something of itself and the world around it. Attention to detail, pride in precision, doing something well, dedication to a craft, and knowledge of natural resources are all strengths ingrained in Hickory. They're all part of a past that serves and shapes its future.

HICKORY

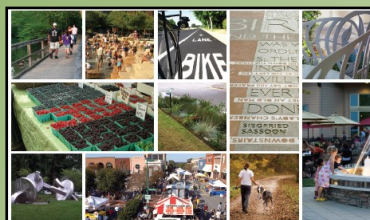
HIGHLIGHTS 2013

Worked with Catawba County Economic Development Corporation (EDC) and the Convention and Visitors Bureau (CVB) on critical marketing strategies to reach people by using billboards, print advertisements in national magazines, and commercials on radio and television.

Hickory's "Life. Well Crafted." brand embarked on its second year and many strides were made, including a mention in Washington, DC's *Kiplinger Letter* under Economic Development on January 18, 2013. It says branding mid to small size cities is now imperative and an economic development necessity. "Among areas spearheading the branding trend: Hickory, N.C. A top center of furniture building a century ago, it gives a nod to its past and puts a spotlight on its medical equipment and appliance firms with the phrase "Life. Well Crafted."

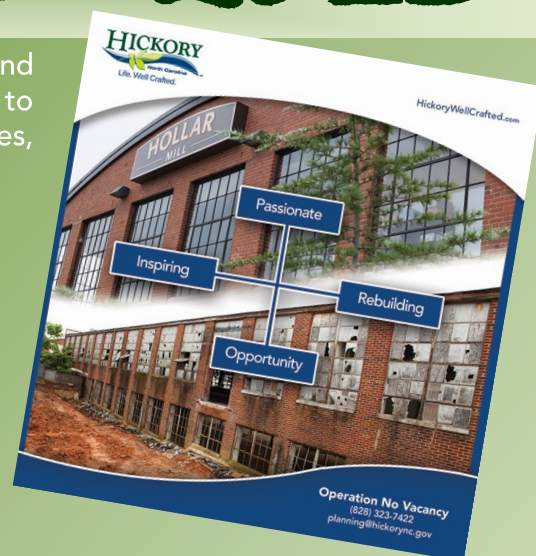
The city continues to use its \$400,000 Brownfield Assessment Grant from the US Environmental Protection Agency to assess environmental contamination at vacant former commercial and industrial sites. Two sites that were assessed using the previous Brownfield Assessment Grant are in the process of being redeveloped. The former Piedmont Wagon Company property is being redeveloped into office space, after making use of a City of Hickory Vacant Building Revitalization Grant and the former Moretz Hosiery Mill is being redeveloped into office and retail space, after receiving a Vacant Building Revitalization Grant from the city.

Inspiring Spaces, one of several economic development projects that the City is doing to improve the quality of life in Hickory, is a 5 to 10 year capital improvement plan. The process is underway and a list of potential projects have been identified. A city-wide community input process provided City staff and designers feedback from citizens and stakeholders about what improvements they wanted to see.



Projects will include but not be limited to: expansion of greenways and trails, the redesign of some intersections or streets to improve pedestrian connectivity, additional sidewalks and bikeways, landscaping and street trees, wayfinding signage, city gateway signage and landscaping, public art or amenities such as fountains or interactive water features in key locations across the city, street lighting and street furniture, and other similar initiatives.

The City completed the Northeast Wastewater Treatment Facility renovations and began construction on Hickory-Catawba Wastewater Treatment Facility, north of the Town of Catawba.



The Hickory Regional Airport's fixed base operations continues to grow, since taking control in December 2011.

The Airport received a Grant from the NC Department of Transportation, Division of Aviation, for pavement rehabilitation of taxiway "B" and the north apron, (ramp) which is in the design phase with a completion date of approximately July, 2014.

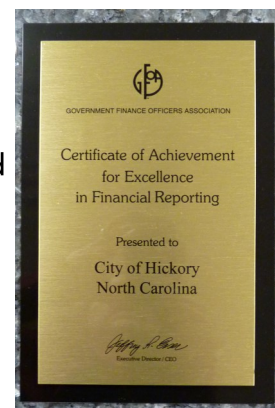
The airport is now a Shell Aviation Fuel provider. Fuel sales and the number of based customers continue to increase.

The sky is the limit for continued growth at the Hickory Regional Airport.



The City of Hickory Finance Department received the Certificate of Achievement for Excellence in Financial Reporting for the 17th consecutive year and the Budget Department received the Distinguished Budget Award for Fiscal Year 12-13, which was the 18th year.

The City also received the "Area Wide Optimization Award" for being in top 10th percentile in NC for cleanliness of finished drinking water.



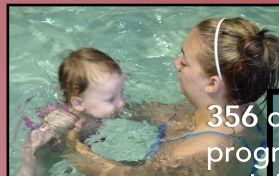
Life. Well Crafted.



"Active. Well Crafted." pilot program began with more than 30 events that spotlight the importance of wellness and activity in the community.



927 local seniors participated in the 2013 North Carolina Senior Games. Hickory had the largest local contingent across the state for the 4th consecutive year.



356 children and adults participated in the swim program partnership between the City of Hickory and the Hickory Foundation YMCA.



HickoryNC.gov, the City's website for citizen information, went through a redesign in January 2013. 275,172 unique visitors came to visit the site in the last year.

HickoryWellCrafted.com visitors increased by 400% since March. Information is regularly updated, including articles about new business developments in the area, and new, exciting events being posted on the Social Calendar, to help citizens enjoy "Life. Well Crafted." in Hickory.

2013 BUSINESS. WELL CRAFTED. RECIPIENTS:

Hickory Chair
Hickory Sheet Metal
Alex Lee, Inc.

Catawba Paper Box Company
Frye Regional Medical Center
Canipe & Lynn Electric
Johnson Piano Exchange
Lenoir-Rhyne University
First Security Company
Shurtape Technologies, LLC.

Keever's Key and Repair Service
Awarded to businesses in the City of Hickory that are more than 75 years old.

Four vivid and inspiring videos about working, learning and living in Hickory, and all can be viewed on HickoryWellCrafted.com.

The Hickory brand presented **more than two dozen** musical events in Downtown Hickory under The Sails on the Square, as well as partnered with many organizations and events, including the Viewmont Business District's "Viewmont Strut," Hickory Museum of Art's Lake Norman Folk Art Festival, the Carolina Cycle Challenge, TedxHickory, and the Pottery Festival.

The City also teamed up with many well established institutions, including the Western Piedmont Symphony, Hickory Community Theatre, and Hickory Public Schools.

"My sister and I were looking for a place to live and we found Hickory from it's website. We researched it and loved the look of the City. We decided to go through the Neighborhood College program to learn about the city, and I am impressed. I had, originally, thought about moving to Boone, where I will be going to school, but I think I am going to stay here now." ~ 2013 Neighborhood College Graduate and Hickory resident, Bonita Hawkins



47,418 persons utilized one of the City of Hickory's five fitness centers
243 health, wellness, and fitness classes held



422 safety inspections by Parks Maintenance staff performed on **39** play systems



\$30,000 Community Appearance Grants awarded
\$9,700 Landscaping Grants awarded
\$400,000 in Brownfield Grants received
5 new public art sculptures
9 new public art benches



9,100 requests for service from the Fire Department; **6,084** were emergency calls
20,188 hours of firefighter training
5,326 inspections and **746** plan reviews conducted by the Hickory Fire Prevention Bureau
1,095 smoke alarms, **1,037** carbon monoxide alarms, and **679** batteries in alarms installed
2,530 hydrants checked to ensure they worked properly

International Recognition



Featured display in Playworld Systems 2013 product catalog for the Zahra Baker All Children's Playground.

746 trees and **7,683** shrubs pruned
6,000 acres of turfgrass mowed
72 trees and **605** shrubs and perennials planted
3,675 yards of mulch spread, which equals **2.08** miles
240,000 headstones weed-eated around



1,601 traffic lights at **196** intersections maintained
414 LED lenses were switched out to new LED lenses, using 18 watts of electricity, instead of the old incandescents that used 150 watts



4,500 feet of new curb and gutter, **3,500** feet of new sidewalk, and **2,000** feet of new storm drainage installed
4,000 lane miles of right of way mowed
9 lane miles of roads resurfaced

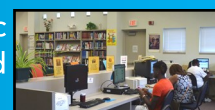
2013



SERVING THE COMMUNITY



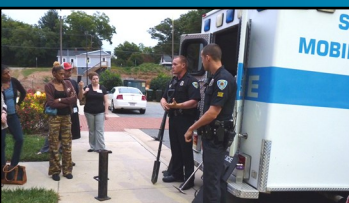
365,529 people came to the Hickory Public Libraries
65,621 people have library cards
23,511 attendance at **875** programs



71,823 people used the public computers for Internet access and Office products

Summer Reading Program at both libraries had **1,295** children register, **122** programs, and **5,859** children and teens attend

Visiting Writers Series author events included Ann B. Ross, Margaret Maron, and Sharon McCrumb



Hickory Police Department (HPD) dispatched **29,678** calls for service
 HPD Code Enforcement Unit had **606** cases
 Gang of One held **77** presentations/events with about **3,985** people attending

HPD Community Services held **103** events with **3,123** people in attendance and the Traffic Safety Unit organized **32** community events from child safety events to safe driving.

*This is a publication from the City of Hickory.
 For more information call (828) 323-7400 or go to www.hickorync.gov.*